

**AMENDMENTS TO THE CLAIMS**

**This listing of claims will replace all prior versions and listings of claims in the application:**

**LISTING OF CLAIMS:**

1. (original): A pseudoplastic water based ink for a ball-point pen comprising at least a colorant, water and an associative type viscosity control system, whereby the viscosity of the ink is comprised in a range from 20 to 40 mPa.s, when it is subjected to a shear rate of  $1000\text{ s}^{-1}$ , and between 10,000 and 12,000 mPa.s, when the shear rate is  $1\text{ s}^{-1}$ .
2. (currently amended): An ink according to ~~the~~ claim 1, in which said associative viscosity control system is a synergetic combination of an associative thickener, ~~chosen~~ selected from the group consisting of hydrophobe modified cellulose (HASE), hydrophobe modified ethoxylate non ionic urethanes (HEUR), and ~~their~~ mixtures thereof (HEURASE), and a second component, ~~chosen~~ selected from the group consisting of acrylic resins, emulsifying oils-, polysaccharides and ~~their~~ mixtures thereof.
3. (currently amended): An ink according to ~~the~~ claim 2, in which said associative thickener is ~~an~~ a hydrophobe modified ~~hydroxyethylcellulose~~ hydroxyethylcellulose (HMHEC).
4. (currently amended): An ink according to claim 2, wherein said second component is a polysaccharide ~~chosen~~ selected from the group consisting of ~~xanthan~~ xanthan gum, guar gum, alginic acid and ~~their~~ mixtures thereof.
5. (currently amended): An ink according to claim 3, wherein said second component is a polysaccharide ~~chosen~~ selected from the group consisting of ~~xanthan~~ xanthan gum, guar gum, alginic acid and ~~their~~ mixtures thereof.

6. (currently amended): An ink according to claim 1, ~~also~~ further comprising a tenside agent.

7. (currently amended): An ink according to ~~any of the~~ claim 1, in which said associative viscosity control system is contained in a quantity comprised between 5 to 25% ~~and preferably between 10 and 20% on~~ of the total weight.

8. (new): An ink according to claim 7, in which said associative viscosity control system is contained in a quantity comprised between 10 and 20% of the total weight.